


USED CARS
AT
AUCTION
PRICES



Geo. W. Pryor, Jr.

Terms To Suit

252 Monroe Avenue

\$40,000

STOCK OF AUTOMOBILES

Geo. W. Pryor, Jr., 252 Monroe Avenue, con-
sisting of Fords, Dodges, Reos, Chevrolets,
Buicks, Cadillacs, etc. First come, first served.

OUT-OF-TOWN BUYERS, READ EVERY
WORD OF THIS:

On account of weather conditions we have
made arrangements with the Mammoth
Garage to store absolutely free any car pur-
chased during this sale for thirty days.

I am starting on the last lap of the great-
est AUTOMOBILE sale ever conducted with-
in the state of Tennessee—the greatest value-
giving used car exhibition and sale ever at-
tempted by any reputable auto dealer. We
have several thousand dollars' worth of ex-
cellent cars yet to be disposed of.

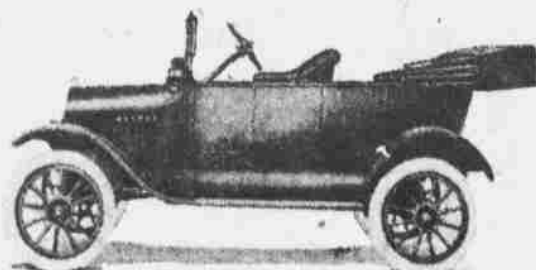
The big bulk of this stock offered for sale
here is so near new that only trained, experi-
enced auto men can tell the difference. And
there is a difference to the buyer.

But the difference is in the saving made
possible by this great sale. POWER, LOOKS,
QUALITY, DURABILITY, WEAR, SATIS-
FACTION, etc., are just the same here. The
only difference is in the price. Come here
and come at once, and come prepared to be
astonished at the great exhibit of exceptional
values. Every car just as represented.

The end of this great sale is in sight, but
there are scores of happy drivers on the
streets right now from this great sale. You
need not pay all cash—a little down and the
balance monthly will place one of these cars
in your immediate possession.

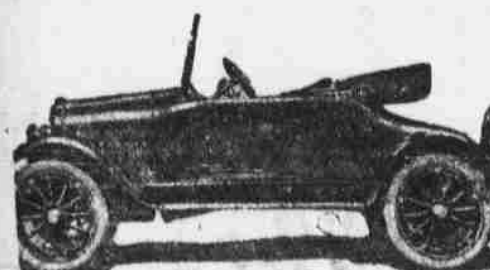
Get the wife and family a car. Don't ask
them to sit and watch their neighbors drive
away.

Ford Bargains



Here is a bargain par excellence: well shod, runs
like a top, looks like new, practically is new.
And can be bought \$100 down, balance in ten
months—you could not rent a car for that.

\$485.00



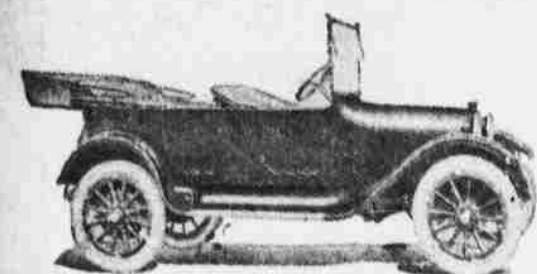
Special Bargain Extraordinary

Imagine buying a car of this class at this price—
it will have to be seen to be appreciated. A little
down and a little each month places this won-
derful bargain in your immediate possession.

\$465 Buys This Chevrolet Roadster

On account of the rain we have had so many requests from out-of-town buy-
ers that we have decided to extend the big sale over Monday and Tuesday,
giving you all the opportunity to buy a car on the pay-as-you-ride-plan.

\$200 Secures Dodge \$735 Buys Ford Sedan



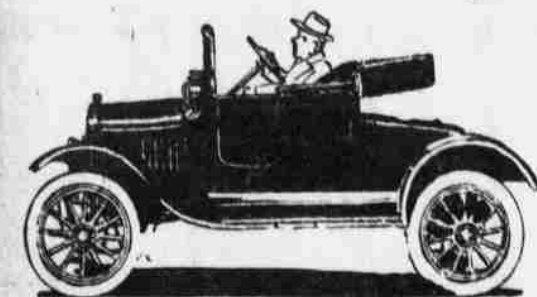
And you can have ten months on the balance.
This is a pippin of a little car and should sell
for a couple of HUNDRED more than we are
asking. See it, drive it, buy it.



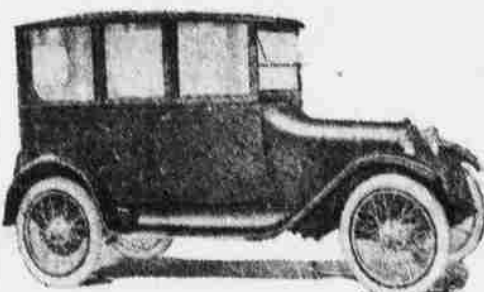
Can be bought for a very small payment
down and ten months on the balance. This
car is no friend of a garage. Prewar materi-
al, and a bargain of the first water. Give
us five minutes of your time on this car.

\$100 Secures Ford Roadster

A million-dollar AUTO at a tin-pan price—you
will never miss a dime you put in this car.
Tuned up ready to drive out—just the car for
business—you cannot afford to miss this one.



DODGE SEDAN



\$345.00

Is all you need for the first payment;
ten months can be arranged on the bal-
ance. This car is in as fine shape as the
day it left the box car—is as fine as hu-
man hands can make it.

Open Evenings Until 9 O'Clock

GEORGE W. PRYOR, JR.

Chevrolet Dealer

252 Monroe Ave.

Memphis, Tenn.

WILLIS' NEW SIX REPORTED TO BE "REVOLUTIONARY"

The coming of a new six-cylinder car
to be given large quantities of production
has awakened keen interest throughout
the motor world. Rumors of a new light
six, embracing several revolutionary
features, have been current for months
past; but, not until the preliminary an-
nouncement of the car, accompanying
a public offering of preferred stock of
the Willis corporation was given out,
was it known who stood sponsor for this
car.

This is the first and only car produced
by the Willis corporation, which is the
big concern headed by Mr. John N. Wil-
lis, devoted heretofore to the produc-
tion of the Auto-Lite, the Willis Light
for the lighting of houses and farms, and
the new process of transmission and dif-
ferential gears.

It is reported that the difficulties,
which have stood in the way of produc-
tion of six-cylinder cars in large quan-
tities, have been eliminated by rad-
ically new ideas of construction.

Just what these are have not been
made public as yet, but a new principle
of spring suspension is one of them.
The new spring gives the car the rid-
ing qualities of a 142-inch wheel base,
though the actual wheel base is but 112
inches.

All the features of the car have been
thoroughly tested out, over a period of
two years, totaling a distance of 200,-
000 miles. During these tests, the new
six proved an average of 17 to 20 miles
per gallon of gasoline, due to its un-
usual light weight—2,100 pounds—and to
new efficiencies of the engine.

Production is being hastened in the
Duesenberg motors plant at Elizabeth,
N. J., recently purchased and greatly
enlarged and amplified by the Willis
corporation.

If the car even approximates the
economies reported established by the
two years of testing, it will undoubtedly
create a stir in the six-cylinder field,
and with quantity production, it is
freely predicted that it will rapidly be-
come one of the widest and most in-
tensively owned cars in the world, as
the field for a six within the reach of
motorists with moderate incomes is sim-
ply enormous.

50,000 MILES OF HARD-SURFACE ROAD PROVING NECESSITY

It is possible to build a hard-surfaced
highway system of 50,000 miles so lo-
cated as to serve directly 46 per cent
of all the counties of the United States
and indirectly 41 per cent of all the
others. For an annual expenditure of
\$100,000,000—hardly one dollar a person
per year—this fundamental road sys-
tem could be completed in twelve and
a half years and it would serve 87 per
cent of the total population of the United
States department of labor.

"The growing needs of the country
demand that some such comprehensive
highway system be constructed," says
R. E. Fulton, vice-president of the In-
ternational Motor company, manufacturer
of Mack trucks.

"In the past there has been too great
a lack of foresight on the part of road
builders. They have lacked vision to
foresee the requirements of even five
years ahead. A road built today must
be built, not with the idea of present
traffic, but that of 10 years in the fu-
ture.

"The growing need of the day is for
transportation. We have simply got to
provide it. We cannot stop it and the
sentiment of the country will not toler-
ate any handicap of our transportation
system.

"With each year the railroads are
becoming more and more inadequate.
Motor transportation is a growing
economic necessity, a fact that is be-
ing recognized more and more by the
public. Motor trucks are called upon to
handle traffic that the railroads can-
not handle.

"Estimates prepared by engineering
authorities show that the United States
could afford to spend \$1,250,000,000 on a
hard-surfaced road system of 50,000
miles which would serve directly and
indirectly 87 per cent of the population
of the entire country. Not only could
such a system be an economic asset
that would pay for itself many times
over, but its construction would pro-
vide work for many thousands of peo-
ple for a number of years, and in that
respect alone would have great busi-
ness value to the country in general.

"War increases business to replace
the great losses of destruction; but the
development of a nation's economy and
peace provides a more normal and
healthy market for labor and material
that can be made a stabilizer of busi-
ness and industrial conditions.

"A well-planned national highway sys-
tem is a necessity, and as soon as the
nation can complete the plan conditions
will force putting it into operation."

FOREIGNERS DEMAND DIFFERENT EQUIPMENT

European buyers of American cars
have their own ideas about equipment.
Sometimes it is found that the conven-
tional black so universal in this coun-
try must be changed to a gray or tan
if the cars are to sell well abroad. The
sleek black leatherette, and that smooth
gray mohair tops which we affect must
usually be replaced with khaki tops on
ago when electric starting and lighting
was first accepted as the thing on this
side, old world buyers were insisting
on a lighting job was perfectly con-
tent with the "armstrong" starter.

One of these eccentricities of our
continental water was forcefully
emphasized recently when a prominent
maker of magnets, the Spitzdorf Elec-
trical company of Newark, N. J., found
itself confronted with an unaccountable
demand for magnets of a certain type
from all parts of Europe. The export
of magnets was no novelty as this par-
ticular concern has been shipping large
quantities of Spitzdorf aero magnets
to the great auto works, the largest
in Europe, at Turin, Italy, but these
were not going to Fiat.

Investigation showed that they were
of a type being supplied in some quan-
tity to a car builder on this side whose
regular product was supplied with bat-
tery ignition and that the instruments
going abroad were for service for the
large numbers there and for re-equip-
ment of cars which had been shipped
during the stringency of war, with bat-
tery ignition.

"But," says A. H. Gross of the Pres-
s-A-Lite service station, "neither the
patient ship of the desert nor a storage
battery should go much longer with
water, and if I can impress this fact
upon motorists it will end much of the
stalling of cars in this vicinity and ac-
cidents due to poor lights.

"Of course the battery's stomach is a
delicate proposition, and it should never
have any but distilled water.

"Many motorists in this section drop
in here to have their batteries filled,
and I advise their coming twice a month
now that cold weather is approaching,
for storage batteries are sensitive to
weather changes.

"A warning is necessary to people
who care for their own batteries—keep
your distilled water in glass bottles or
earthen vessels, never in metal or wood
containers.

"Both city and well water contain
chemicals and minerals which disturb
the action of the battery, reducing ca-
pacity, and sometimes causing perma-
nent injury.

"We make no charge for refilling bat-
teries. This, with expert inspection and
advice, are free Free-Of-Like service
privileges, no matter what battery you
are using.

"A look in time save the proverbial
nine when it comes to batteries, for in
no part of an automobile does the re-
sult of one part show more quickly
than it does in the ignition and accel-
erating equipment.

"But the best part of all is that
motorists need not give their batteries a
thought if they'll stop here every
week or so for fresh moments' look
over. That's what I'm here for, to
take all battery bothers from motorists."

We've Just Received a Shipment of

FIFTY Oldsmobile CARS

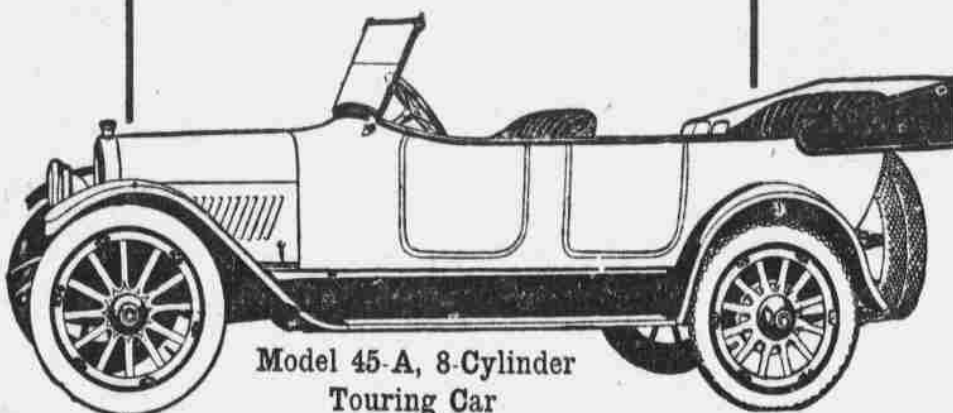
Immediate Deliveries

"Stratton Service"
Goes with each car

Everybody is familiar with Oldsmobile
performance. No car in its class is
quite so good an investment. This
superfine 1920 product of engineering
skill has the power, beauty and sta-
bility.

A Car You Will
Be Proud To Own

SIXES	
Model 37 touring or roadster	\$1,395.00
Model 37, sedan or coupe	\$1,995.00
EIGHTS	
Model 45A, touring	\$1,895.00
Model 45A, pace-maker	\$1,895.00
Model 45A, sedan	\$2,950.00
(All prices f. o. b. factory.)	



Model 45-A, 8-Cylinder
Touring Car

Stratton Auto Co.

157 MONROE AVE.

DISTRIBUTORS

MEMPHIS, TENN.

MARKETING BY TRUCK PUTS TOWN ON MAP

Previous to 1914 Downey, Cal., was
scarcely known except to those living
in the immediate vicinity of this little
hamlet. This is the story of how a
motor truck put Downey on the map.

Downey is on the Southern Pacific, a
little over 15 miles from Los Angeles.
The land surrounding the town on all
sides is fertile agricultural territory,
but the people lacked a market for their
products. Raising produce and mar-
keting it by rail was unprofitable and
unsatisfactory, and the 30-mile trip to
the Los Angeles market was more than
could be expected of their teams in one
day. For want of adequate marketing
facilities, Downey had fair to slide back
into the well-worn rut of community
obscurity.

R. B. Briscoe was one of the most
progressive men around Downey. Con-
ditions around his home town alarmed
him and he looked around to secure
some new method of marketing his
products and those of his neighbors. In
June, 1914, he purchased his first truck
and he has since then been building the
procedure was watched with consid-
erable interest by all Downey.

Briscoe marketed his 1914 crops in
Los Angeles with very little trouble, no
delay and good prices gave him a very
fair profit. He could make the round
trip in three hours with his plenty of
time for work on the farm.

But he soon found that by making
two or more trips per day, he could
market his neighbors' as well as his
own produce. The profits of this trans-
portation business more than made up
for the extra labor he hired for his own
farm. During 1915 he easily made two
30-mile trips per day at the expense of
\$2.20, including all items, and \$2.40 a
day for himself. This was at the rate
of \$1.80 per ton for he hauled two
tons on each trip and four tons when
absolutely necessary.

Here is one great advantage secured
through the use of a motor truck. Bris-
coe has personally marketed all pro-
duce hauled, securing orders from pro-
duce men in Los Angeles and other
markets, and guaranteeing shipments on
schedule time and in the very best con-
dition. However, occasionally, an un-
usual quantity of produce would more
than fill all orders and while Briscoe
would sometimes sell produce on the
market, he would more often hunt an-
other market where the commission
men were not so well supplied. With
the motor truck this was easy, the

markets of Long Beach, Pomona, San
Pedro, Santa Anna and other cities
within a wide radius being accessible.
Briscoe and his truck proved to him-
self and his neighbors that the motor
truck is the right answer to the eco-
nomical marketing problem. Since his
purchase of the truck, many more farm-
ers in the region have bought motor
trucks, and the marketing problem of
Downey is satisfactorily solved. Down-
ey is now on the map of California.

National Plans New Sextet Series And Great Plant

Simultaneously with the announce-
ment of its new sextet series of cars
the National Motor Car and Vehicle
corporation is planning a greatly en-
larged program for 1920.

During the war the National company
discontinued the manufacture of pas-
senger vehicles and built a quantity of
four-wheel drive trucks that they more
completing its contract considerably
under the government cost estimate, a
fact that is regarded by executives of
the company with much satisfaction.

At present the final stages are be-
ing completed in changing the factory
over for building the new Sextet model,
and production will soon be in full
swing. It is estimated that the first
year's output will total 5,000 cars, with
chances greatly in favor of exceeding
that figure.

"We have never been a large produc-
tion factory," stated President George
M. Dickson, "preferring to build no
more cars than we could build well.
Perhaps we have been a little over-
conservative in this respect, however,
the good will that we have built up
for National cars as the result of rigid
adherence to this policy has given our
institution a solidity and permanence
that is the best possible assurance of
continued prosperity and success.

"We shall soon enter our 21st suc-
cessful year in the manufacture of mo-
tor vehicles, during which time we
have seen many companies come and
go. Without fuss or flurry, we have
continued an even, prosperous existence,
building quality automobiles that find
a ready market all over the world, and
we expect to continue our status in the
industry as long as automobiles are
manufactured."

Read News Scimitar Wants.

You Can't Beat These Tires!

Blackstone	Knight	Canton
5,000 Miles.	7,500 Miles.	10,000 Miles.

Evr-Lastin ALWAYS
GEAR COMPOUND STICKS

TRAFFIC TIRE & SUPPLY CO.
MONROE E. CARTWRIGHT, Pres. Main 5329.
487 Monroe.

WE RETRIM AND REPAINT ANY STYLE VEHICLE

We'll make your car look
like new. Our years of
experience guarantees
your satisfaction in both
price and quality of work-
manship.

We also build
any style body
on your truck
chassis.

KETTLEWELL BROTHERS
277 MONROE. PHONE MAIN 1223.

RAIN AND ORATORY MIXED AT BICKFORD

Rain and oratory were mixed at the
Williams rally at Bickford park Fri-
day night, when Joe Hanover, Capt.
Abe Waldauer and Mrs. Isaac Reese
were the speakers. It had been intend-
ed to abandon the rally, but a large
number of city employees gathered, not
having learned that the meeting had
been canceled. After telephoning to
Williams headquarters that an immense

crowd was waiting, the speakers finally
arrived. Several other Williams rallies were
held Friday. One general rally was held
at Jackson avenue and Breckinridge, and
two or three ward meetings were ad-
dressed by Mrs. Reese and several oth-
ers of the Williams campaign speakers.
"No new charge was aired, no new
argument advanced. A series of rallies
which will cover every ward in the
city are being arranged for the com-
ing week and a general meeting of
Williams workers will be held at head-
quarters Saturday night.

THE TROUBLES OF MANY MOTORISTS

—have been solved by
the right service and
the right tires—

KELLY AND
GOODYEAR.

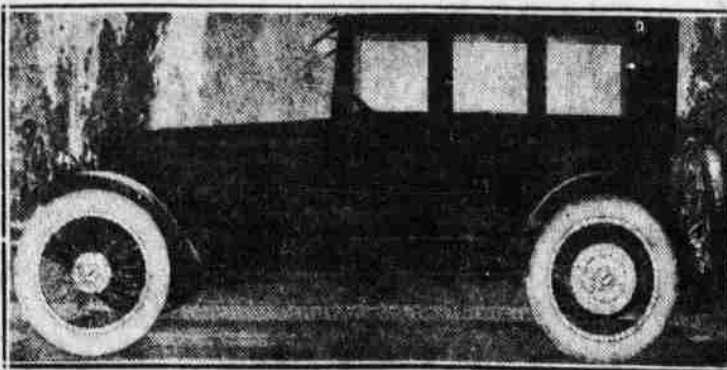


The House of Quality
and Quick Service

The AUBURN BEAUTY SIX

Immediate
Deliveries

A Few For
Sub-Dealers



AUBURNS ARE NOTED FOR
THEIR BEAUTIFUL LINES, FIN-
ISH AND PERFORMANCE. LOOK
THEM OVER. THEY SELL THEM-
SELVES.

McCardell Motors Co.

735 Union Ave.

Memphis.